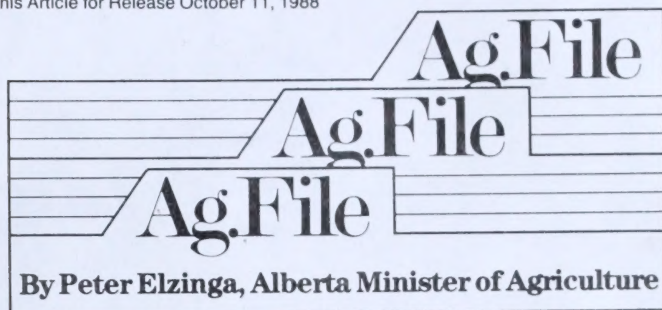


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EXPORT TRADE MONTH

In recognition of the vital role exports play in the Canadian economy, and to emphasize the importance of maintaining our international competitiveness, October was named Export Trade Month in 1983.

The Trade Month campaign, now in its sixth successful year, is a co-operative effort of business, labour and government. The campaign is planned and implemented on a regional basis, but in each part of Canada, its objective is the same: to heighten public awareness of the importance of international trade to the well-being of every Canadian province.

That goal is particularly relevant here in Alberta. In 1987, our province exported almost \$24 billion worth of merchandise to nations such as Japan, China, the U.S.S.R. and the United States. These export sales accounted for more than 40% of Alberta's gross domestic product.

Agricultural products make up a good portion of this export trade. Foreign sales of high quality Alberta commodities such as wheat, canola, processed alfalfa, livestock and value-added food products totalled \$1.8 billion last year.

The agricultural sector's active role in export marketing is reflected each year in the annual presentation of the Alberta Export Achievement Awards. This prestigious awards program was created by the Alberta

government in 1981, to pay tribute to Alberta companies displaying outstanding accomplishments in the field of international marketing.

This year's awards ceremony was held September 29, to kick off our province's 1988 Export Trade Month activities. As always, the agriculture industry was well-represented among the winners.

Prairie West Livestock won the award for export results among firms with fewer than 50 employees. Prairie West, a livestock exporter, has combined a high quality product with effective follow-up service to generate impressive increases in their export sales. With a permanent Alberta staff of just two people, Prairie West has become the largest exporter of purebred cattle in western Canada.

Cantriex Livestock International won the award for export financing, also under the category of firms with fewer than 50 employees. Cantriex has built a reputation for innovative financing with its export sales of beef cattle and horses. Through the use of forward contracts against the futures market, the company has maintained strong sales in the increasingly competitive Alberta and United States markets.

Under the category of firms with more than 50 employees, Centennial Packers won the award for new markets. Centennial produces and markets beef and beef products, exporting under the widely recog-

nized "Alberta Beef" symbol. Centennial has developed specialized products to meet the specific demands of different markets, which has brought the company success in selling to Hong Kong, Japan, Holland, Italy, France and the United Kingdom.

Fletcher's Fine Foods, also in the category of firms with more than 50 employees, won the export marketing award. Through careful market analysis and custom design of their product line, Fletcher's achieved strong export growth during 1987. Sales increased by 23 per cent last year, bringing exports to almost 40 per cent of the company's total sales. One of the key breakthroughs in Fletcher's western U.S. marketing campaign has come in Hawaii, where it is the only Canadian meat company to have gained steady sales.

The Alberta Export Achievement Awards presentation is held not just to honour the achievements of the award winners, but to recognize the vital contribution made to this province by all Alberta exporters. Throughout the province, and in a wide variety of economic sectors, men and women are working to increase the level of Alberta business activity abroad, to introduce new products to our export markets, and to penetrate new markets for Alberta goods, services and technology.

In the fiercely competitive international marketplace, these Albertans are proving that our province has what it takes to succeed.